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FAX COVER LETTER

DATE: April 11, 2005

PLEASE DELIVER THE FOLLOWING PAGES:

TO: Mail Stop Amendment
Examiner: F. Backer
Art Unit No. 3621

FAX: 703-872-9306

FROM: Brian T. Saltzahn

Direct Dial: 717-237-5258

TOTAL NUMBER OF PAGES, INCLUDING THIS COVER LETTER: 22

MESSAGE:

RESPONSE UNDER 37 CFR 1.111

APPLICATION NO. 09/828,444

FAX NUMBER:

SECRETARY RESPONSIBLE: Betty G. Rye

TELEPHONE: 717-232-8000

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PTO/SB/21 (02-04)

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FORM**

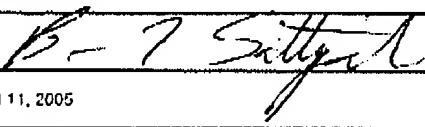
(to be used for all correspondence after initial filing)

| | | | |
|--|----|------------------------|-----------------|
| TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i> | | Application Number | 09/828,444 |
| | | Filing Date | 4/6/2001 |
| | | First Named Inventor | AVALLONE et al. |
| | | Art Unit | 3621 |
| | | Examiner Name | F. Backer |
| Total Number of Pages in This Submission | 21 | Attorney Docket Number | 20807-0003 |

ENCLOSURES (check all that apply)

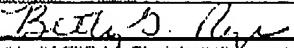
| | | |
|---|--|---|
| <input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i> Certificate of Fax Transmission |
| Remarks | | |

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

| | |
|-------------------------|---|
| Firm or Individual name | McNees Wallace & Nurick LLC Brian T. Sattizahn |
| Signature |  |
| Date | April 11, 2005 |

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| Typed or printed name | Betty G. Rye | | |
| Signature |  | Date | April 11, 2005 |

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JANICE L. NURICK
APR 11 2005Application No.: 09/828,444
Attorney Docket No.: 20807-0003

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: AVALLONE et al. :
Application No.: 09/828,444 : Group Art Unit: 3621
Filed: April 6, 2001 : Examiner: F. Backer
For: METHODS AND SYSTEMS FOR PROVIDING PERSONALIZED INFORMATION
TO USERS IN A COMMERCIAL ESTABLISHMENT

RESPONSE UNDER 37 C.F.R. 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Please consider the following Response for the above-referenced Application.

A) INTRODUCTORY COMMENTS

This Response is filed in response to the Office Action dated January 11, 2005.

The **Amendments to the Specification** section begins on page 2 of this Response.

The **Amendments to the Claims** section begins on page 3 of this Response and any amendments to the claims are reflected in the listing of the claims included therein.

The **Amendments to the Drawings** section begins on page 11 of this Response and any amendments to the drawings include both an attached replacement sheet and an annotated sheet showing any changes.

The **Remarks/Arguments** section begins on page 12 of this Response.